

Message Text

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SUBJECT: COMMERCAIL PRESENCE FAIR - CAIRO FY 1975

SUMMARY: US PAVILION AT 8TH CAIRO INTERNATIONAL FAIR HAS BEEN VISITED BY ABOUT 15-20 THOUSAND PERSONS DAILY. PRELIMINARY COMMERCAIL RESULTS SOUND PROMISING WITH THREE FIRMS ALREADY REPORTING \$1.45 MILLION IN SALES WITH OTHERS INDICATING LIKELIHOOD OF ADDITIONAL SALES, PARTICULARLY TEXTILE AND HEAVY MACHINERY. THREE FIRMS ARE ALSO LOOKING ACTIVELY INTO PROSPECTS FOR JOINT VENTURES. EXHIBITORS APPEAR QUITE SATISFIED WITH THEIR PARTICIPATION AND EGYPTIAN OFFICIALS HAVE VOICED OBVIOUS PLEASURE AT US PARTICIPATION IN FAIR. END SUMMARY.

1. US PAVILION AT THE 8TH CAIRO INTERNATIONAL FAIR WAS OPENED AS SCHEDULED MARCH 10. EGYPTIAN MINISTER OF TRADE MATBOULI AND OTHER HIGH EGYPTIAN OFFICIALS HAVE EXPRESSED GREAT PLEASURE THAT UNITED STATES IS PARTICIPATING FOR FIRST TIME IN CAIRO INTERNATIONAL FAIR. OVER 300 GUESTS CELEBRATED AMERICAN DAY AT CAIRO INTERNATIONAL FAIR AT A RECPTION AT SHERATON HOTEL ON MARCH 20.

2. FIRST THREE DAYS OF THE EXHIBITION WERE RESERVED FOR BUSINESS VISITORS. DURING EACH OF THOSE DAYS US PAVILION HAD ABOUT 2500 VISITORS INCLUDING SEVERAL MINISTERS AND HEADS OF A NUMBER OF EGYPTIAN GOVERNMENT ORGANIZATIONS AND COPRORATIONS PLUS PRIVATE BUSINESSMEN. US EXHIBITORS APPEARED TO BE EXTREMELY PLEASED WITH NUMBER OF CONTACTS MADE DURING THE BUSINESS DAYS, NOT TO MENTION SALES OPPORTUNITIES DEVELOPED.

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3. CURRENTLY, WITH FAIR OPENED TO PUBLIC, ABOUT 15-20 THOUSAND PERSONS ARE VISITING US PAVILLION EACH DAY WHICH IS SUBSTANTIAL PORTION OF ALL FAIR VISITORS.

4. PRELIMINARY COMMERCAIL RESULTS ARE PROMISING. INGERSOLL-RAND REPORTS SALES OF OVER \$650 THOUSAND AND BELIEVES THAT THEIR PARTICIPATION IN FAIR MAY LEAD TO SALES OF FROM 3-5 MILLION DOLLARS FOR JUST ONE OF ITEMS DISPLAYED. OTHER EXHIBITORS WHO HAVE IMPORTED ITEMS FOR SALE AT EXHIBITION HAVE FOUND THAT THERE IS COMPETITION AMONG GOVERNMENT BUYERS FOR THE PURCHASE OF EXHIBITED GOODS, PARTICULARLY TEXTILE AND HEAVY MACHINERY. LODI, A MANUFACTUERE OF TIRE RECAPPING EQUIPMENT, HAS REPORTED SALES OF OVER \$300 THOUSAND IN ADDITION TO PRELIMINARY AGREEMENTS FOR TWO JOINT VENTURE MANUFACTURING FACILITIES. SLURRY SEAL, MANUFACTUERES OF COLD ASPHALT EQUIPMENT FOR PAVING, HAS NEGOTIATED 500 THOUSAND DOLLAR SALE AND ANTICIPATES A MUCH GREATER VOLUME IN COMING MONTHS. TWO EXHIBITORS OF PRIMARILY CONSUMER ITEMS (ANCHOR HOCKING AND MCGRAW-EDISON) HAVE INDICATED THAT THEY ARE GOING AHEAD WITH FEASIBILITY STUDIES ON MANUFACTURING JOINT VENTURE ARRANGEMENTS AS RESULT OF THEIR RECPTION AT EXHIBITION AND ADDITIONAL CONTACTS MADE WITH BUSINESS COMMUNITY. 3M EXHIBIT ATTRACTED MANY BUSINESS AND GOVERNMENT OFFICIALS WHO SEEMED PARTICULARLY INTERESTED IN THEIR COPYING MACHINES AND TRAFFIC CONTROL EQUIPMENT.

5. GOVERNOR OF CAIRO ARRANGED FOR IMPROMPTU DEMONSTRATION OF CAPABILITIES OF GARBAGE TRUCKS DISPLAYED BY INTERNATIONAL HARVESTER. THE GOVERNOR ORDERED A GARBAGE TRUCK TO DUMP ITS CONTENTS AND HAVE THE GARBAGE TRANSFERRED TO THE IH TRUCK FOR COMPACTION AND A REAL LIFE DISPLAY OF ITS CAPABILITIES. CLEAN UP OF THE EXHIBITION AREA, FORTUNATELY, WAS QUICK AND THOROUGH.

6. ASIDE FROM THE OBVIOUS PLEASURE OF EGYPTIAN OFFICIALS AT THE US PARTICIPATION IN THE CAIRO INTERNATIONAL FAIR AND THE LARGE CROWD ATTRACTED BY THE US PAVILION, EMBASSY IS MOST PLEASED THAT THE EXHIBITORS ARE SATISFIED, AND SOME EVEN ENTHUSIASTIC, ABOUT COMMERCAIL RESULTS OF THEIR PARTICIPATION. EXHIBITORS AND NON-PARTICIPATING US BUSINESSMEN WHO HAVE VISITED THE PAVILION HAVE BEEN COMPLIMENTARY ABOUT APPEARANCE OF US EXHIBITION AND ITS STRAIGHTFORWARD BUSINESS APPROACH.

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